AMENDMENTS TO CLAIMS:

The listing of claims will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS:

1-39. (Cancelled)

40.   (Currently amended) A method for billing for advertisements printed on check-out receipts, comprising:

receiving advertising information and target purchasing customer information that is input by an advertising customer at an input terminal;

transmitting the advertising information and target purchasing customer information to a server;

temporarily ~~storing~~saving the advertising information and target purchasing customer information received from the advertising customer;

printing a temporary registration containing an ID;

reading the ID by an input terminal;

confirming the ID in the server;

calculating a billing amount based on the advertising information received; then

displaying the billing amount;

receiving payment from the advertising customer, the payment corresponding to the billing amount, and confirming payment of the billing amount calculated; then

~~permanently storing~~finally registering the advertising information and target purchasing customer information only after receiving payment; and

receiving transaction information and payment from a purchasing customer;

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receiving characteristics of the purchasing customer; then

comparing the characteristics of the purchasing customer with the target purchasing customer information;

if the characteristics of the purchasing customer match the target purchasing customer information, then extracting the ~~permanently stored~~finally registered advertising information; then

synthesizing the transaction information with the advertising information as printing data; and then

printing the printing data as a check-out receipt for the purchasing customer.

41-42. (Cancelled)